

Please type a plus sign (+) inside this box [ + ]

PTO/SB/05 (11-00)

Approved for use through 10/31/2002. OMB 0651-0032

Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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### UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket No. 4444.P008

(maximum 12 characters)

First Named Inventor Sean Patrick Nolan

Title: METHOD AND SYSTEM FOR AUTOMATING KEYWORD GENERATION, MANAGEMENT, AND DETERMINING EFFECTIVENESS

Express Mail Label No. EV320119838US

22141 U.S. PTO  
10/728663



ADDRESS TO: Mail Stop New Application  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

### APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

1. ☒ **Fee Transmittal Form (e.g., PTO/SB/17)**  
(Submit an original, and a duplicate for fee processing)
2. ☐ **Applicant Claims Small Entity Status. (37 CFR 1.27)**
3. ☒ **Specification (Total Pages 49)**  
(preferred arrangement set forth below)
  - Descriptive Title of the Invention
  - Cross Reference to Related Applications
  - Statement Regarding Fed sponsored R & D
  - Reference sequence listing, a table,  
or a computer program listing appendix
  - Background of the Invention
  - Brief Summary of the Invention
  - Brief Description of the Drawings (if filed)
  - Detailed Description
  - Claim(s)
  - Abstract of the Disclosure
4. ☒ **Drawings(s) (35 USC 113) (Total Sheets 16)**
5. ☒ **Oath or Declaration (Total Pages 4)**
  - a. ☒ Newly Executed (Original or Copy)
  - b. ☐ Copy from a Prior Application (37 CFR 1.63(d))  
(for Continuation/Divisional with Box 17 completed)
    - i. ☐ DELETIONS OF INVENTOR(S) Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).
  - c. ☐ Unsigned.
6. ☐ **Application Data Sheet. (37 CFR 1.76)**
7. ☐ **CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix)**
8. ☐ **Nucleotide and/or Amino Acid Sequence Submission**  
(if applicable, all necessary)
  - a. ☐ Computer Readable Form (CRF)
  - b. ☐ Specification Sequence Listing on:
    - i. ☐ CD-ROM or CD-R (2 copies); or
    - ii. ☐ paper
  - c. ☐ Statement verifying identity of above copies

9.	<u>  X  </u>	<b>Assignment Papers (cover sheet &amp; documents(s))</b>
10.	<u>      </u>	a. Separate 37 CFR 3.73(b) Statement (where there is an assignee)
	<u>  X  </u>	b. Power of Attorney
11.	<u>      </u>	English Translation Document (if applicable)
12.	<u>      </u>	a. Information Disclosure Statement (IDS)/PTO-1449
	<u>      </u>	b. Copies of IDS Citations
13.	<u>      </u>	<b>Preliminary Amendment</b>
14.	<u>  X  </u>	<b>Return Receipt Postcard (MPEP 503) (Should be specifically itemized)</b>
15.	<u>      </u>	Certified Copy of Priority Document(s) (if foreign priority is claimed)
16.	<u>  X  </u>	<b>Request and Certification under 35 U.S.C. 122(b)(2)(B)(i). <u>Applicant must attach form PTO/SB/35 or its equivalent.</u></b>
17.	<u>  X  </u>	Other: <u>separate sheet with title, express mail label, copy of postcard and attorney's signature</u>

Continuation Divisional Continuation-in-part (CIP)  
Of Prior Application No.: Examiner Group Art Unit

**For CONTINUATION AND DIVISIONAL APPS only:** The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

The undersigned states that \_\_\_\_\_ (name of assignee) is the assignee of the entire right, title, and interest in the accompanying patent application by virtue of an assignment recorded in the Patent and Trademark Office at Reel No. \_\_\_\_\_ Frame No. \_\_\_\_\_ (or a copy of which is attached).

Country U.S.A. TELEPHONE (206) 292-8600 FAX (206) 292-8606

Signature: L. Allen Quigg Date: Dec 4, 2002

**REQUEST AND CERTIFICATION UNDER 35 U.S.C. 122(b)(2)(B)(i)**First Named Inventor Sean Patrick NolanTitle METHOD AND SYSTEM FOR AUTOMATING KEYWORD GENERATION,  
MANAGEMENT, AND DETERMINING EFFECTIVENESSAttorney Docket No. 4444.P008

I hereby certify that the invention disclosed in the attached application **has not and will not be** the subject of an application filed in another country, or under a multilateral agreement, that requires publication at eighteen months after filing. I hereby request that the attached application not be published under 35 U.S.C. 122(b).

Dec. 4, 2004

Date

R. Alan Burnett

Signature

R. Alan Burnett

Typed or Printed Name

46,149

Registration No.

This request must be signed in compliance with 37 CFR 1.33(b) and submitted with the application **upon filing**.

Applicant may rescind this nonpublication request at any time. If applicant rescinds a request that an application not be published under 35 U.S.C. 122(b), the application will be scheduled for publication at eighteen months after the earliest claimed filing date for which a benefit is claimed.

If applicant subsequently files an application directed to the invention disclosed in the attached application in another country, or under a multilateral international agreement, that requires publication of applications eighteen months after filing, the applicant **must** notify the United States Patent and Trademark Office of such filing within forty-five (45) days after the date of filing of such foreign or international application. **Failure to do so will result in abandonment of this application (35 U.S.C. 122(b)(2)(B)(iii)).**

Send to: Assistant Commissioner for Patents, Washington, D.C. 20231

## (FY 2004 Begins 10/01/2003)

**Complete if Known:**

**Filing Date** Herewith

**First Named Inventor** Sean Patrick Nolan

Examiner Name Not yet assigned

Art Unit \_\_\_\_\_ Not yet assigned

Attorney Docket No. 4444.P008

**\_\_\_\_\_ Applicant claims small entity status. See 37 CFR 1.27.**

  X   Check           Credit Card           Money Order           Other           None

    X     **Deposit Account**

**Deposit Account Number :** 02-2666

**Deposit Account Name:**

**X** The Director is Authorized to do the following with respect to the above-identified Deposit Account:

           Charge fee(s) indicated below.

**X Credit any overpayments.**

<b>X</b>	<b>Charge any additional fees during the pendency of this application.</b>
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  X   Any concurrent or future reply that requires a petition for extension of time should be treated as incorporating an appropriate petition for extension of time and all required fees should be charged.

**Charge fee(s) indicated below except for the filing fee.**

## 1. BASIC FILING FEE

<u>Large Entity</u>		<u>Small Entity</u>			
<u>Fee</u>	<u>Fee</u>	<u>Fee</u>	<u>Fee</u>		
<u>Code</u>	<u>(\$)</u>	<u>Code</u>	<u>(\$)</u>	<u>Fee Description</u>	<u>Fee Paid</u>
1001	770	2001	385	Utility application filing fee	770
1002	340	2002	170	Design application filing fee	
1003	530	2003	265	Plant filing fee	
1004	770	2004	385	Reissue filing fee	
1005	160	2005	80	Provisional application filing fee	

**SUBTOTAL (1) \$ 770**

## 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

				<b><u>Extra Claims</u></b>		<b><u>Fee from below</u></b>		<b><u>Fee Paid</u></b>
Total Claims	<u>39</u>	- 20** =		<u>19</u>	X	<u>18</u>	=	<u>342</u>
Independent Claims	<u>5</u>	- 3** =		<u>2</u>	X	<u>86</u>	=	<u>172</u>
Multiple Dependent							=	0

**\*\*Or number previously paid, if greater; For Reissues, see below.**

<u>Large Entity</u>		<u>Small Entity</u>		
<u>Fee</u>	<u>Fee</u>	<u>Fee</u>	<u>Fee</u>	
<u>Code</u>	<u>(\$)</u>	<u>Code</u>	<u>(\$)</u>	<u>Fee Description</u>
1202	18	2202	9	Claims in excess of 20
1201	86	2201	43	Independent claims in excess of 3
1203	290	2203	145	Multiple dependent claim, if not paid
1204	86	2204	43	**R issue independent claims v r original patent
1205	18	2205	9	**Reissu claims in excess of 20 and ver original patent

**SUBTOTAL (2) \$ 514**

**FEE CALCULATION (continued)****3. ADDITIONAL FEES**

<u>Large Entity</u>		<u>Small Entity</u>		<u>Fee Description</u>	<u>Fee Paid</u>
<u>Fee Code</u>	<u>Fee (\$)</u>	<u>Fee Code</u>	<u>Fee (\$)</u>		
1051	130	2051	65	Surcharge - late filing fee or oath	
1052	50	2052	25	Surcharge - late provisional filing fee or cover sheet	
1053	130	1053	130	Non-English specification	
1812	2,520	1812	2,520	For filing a request for ex parte reexamination	
1813	8,800	1813	8,800	Request for inter parties reexamination	
1804	920*	1804	920*	Requesting publication of SIR prior to Examiner action	
1805	1,840*	1805	1,840*	Requesting publication of SIR after Examiner action	
1251	110	2251	55	Extension for reply within first month	
1252	420	2252	210	Extension for reply within second month	
1253	950	2253	475	Extension for reply within third month	
1254	1,480	2254	740	Extension for reply within fourth month	
1255	2,010	2255	1,005	Extension for reply within fifth month	
1401	330	2401	165	Notice of Appeal	
1402	330	2402	165	Filing a brief in support of an appeal	
1403	290	2403	145	Request for oral hearing	
1451	1,510	1451	1,510	Petition to institute a public use proceeding	
1452	110	2452	55	Petition to revive - unavoidable	
1453	1,330	2453	665	Petition to revive - unintentional	
1501	1,330	2501	665	Utility issue fee (or reissue)	
1502	480	2502	240	Design issue fee	
1503	640	2503	320	Plant issue fee	
1460	130	1460	130	Petitions to the Commissioner	
1807	50	1807	50	Processing fee under 37 CFR 1.17(q)	
1806	180	1806	180	Submission of Information Disclosure Stmt	
8021	40	8021	40	Recording each patent assignment per property (times number of properties)	40
1809	770	2809	385	For filing a submission after final rejection (see 37 CFR 1.129(a))	
1814	110	2814	55	Statutory Disclaimer	
1810	770	2810	385	For each additional invention to be examined (see 37 CFR 1.129(b))	
1801	770	2801	385	Request for Continued Examination (RCE)	
1802	900	1802	900	Request for expedited examination of a design application	
1504	300	1504	300	Publication fee for early, voluntary, or normal pub.	
1505	300	1505	300	Publication fee for republication	
1803	130	1803	130	Request for voluntary publication or republication	
1808	130	1808	130	Processing fee under 37 CFR 1.17(i) (except provisionals)	
1454	1,330	1454	1,330	Acceptance of unintentionally delayed claim for priority	

Other fee (specify) \_\_\_\_\_

Other fee (specify) \_\_\_\_\_

**SUBTOTAL (3) \$ 40**

\*Reduced by Basic Filing Fee Paid

**SUBMITTED BY:**Typed or Printed Name: R. Alan BurnettSignature: R. Alan Burnett Date: Dec 4, 2003Reg. Number: 46,149 Telephone Number: 206-292-8600

Send to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

Our Reference: 4444.P008

Patent

TITLE

METHOD AND SYSTEM FOR AUTOMATING KEYWORD GENERATION,  
MANAGEMENT, AND DETERMINING EFFECTIVENESS

Inventor: Sean Patrick Nolan

Respectfully submitted,

BLAKELY SOKOLOFF TAYLOR & ZAFMAN LLP

*R. Alan Burnett*

R. Alan Burnett

Reg. No. 46,149

"Express Mail" mailing label number: EV320119838US

Date of Deposit: December 4, 2003

I hereby certify that I am causing this paper or fee to be deposited with the United States Postal Service "Express Mail Post Office to Addressee" service on the date indicated above and that this paper or fee has been addressed to the Mail Stop New Application, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

Christina Fernandez

(Typed or printed name of person mailing paper or fee)

*Christina Fernandez* December 4, 2003

(Signature of person mailing paper or fee)

(Date signed)

Serial/Patent No.: <u>New Application</u>	Filing/Issue Date: <u>Herewith</u>
Client: <u>Drugstore.com</u>	
Title: <u>METHOD AND SYSTEM FOR AUTOMATING KEYWORD GENERATION, MANAGEMENT, AND DETERMINING EFFECTIVENESS</u>	
BSTZ File No.: <u>4444.P008</u>	Atty/Secty Initials: <u>RAB:cff</u>
Date Mailed: <u>December 4, 2003</u>	Docket Due Date: <u>*****</u>
The following has been received in the U.S. Patent & Trademark Office on the date stamped hereon:	
<input type="checkbox"/> Amendment/Response (____ pgs.)	<input checked="" type="checkbox"/> Express Mail No. <u>EV320119838US</u> <input checked="" type="checkbox"/> Check No. <u>3247</u>
<input type="checkbox"/> Appeal Brief (____ pgs.) (in triplicate)	<input type="checkbox"/> _____ Month(s) Extension of Time Amt: <u>1,324.00</u>
<input checked="" type="checkbox"/> Application - Utility ( <u>49</u> pgs., with cover and abstract)	<input type="checkbox"/> Information Disclosure Statement & PTO-1449 (____ pgs.) <input type="checkbox"/> Check No. _____
<input type="checkbox"/> Application - Rule 1.53(b) Continuation (____ pgs.)	<input type="checkbox"/> Issue Fee Transmittal Amt: _____
<input type="checkbox"/> Application - Rule 1.53(b) Divisional (____ pgs.)	<input type="checkbox"/> Notice of Appeal
<input type="checkbox"/> Application - Rule 1.53(b) CIP (____ pgs.)	<input type="checkbox"/> Petition for Extension of Time
<input type="checkbox"/> Application - Rule 1.53(d) CPA Transmittal (____ pgs.)	<input type="checkbox"/> Petition for _____
<input type="checkbox"/> Application - Design (____ pgs.)	<input checked="" type="checkbox"/> Postcard
<input type="checkbox"/> Application - PCT (____ pgs.)	<input type="checkbox"/> Power of Attorney (____ pgs.)
<input type="checkbox"/> Application - Provisional (____ pgs.)	<input type="checkbox"/> Preliminary Amendment (____ pgs.)
<input checked="" type="checkbox"/> Assignment and Cover Sheet	<input type="checkbox"/> Reply Brief (____ pgs.)
<input checked="" type="checkbox"/> Certificate of Mailing	<input type="checkbox"/> Response to Notice of Missing Parts
<input checked="" type="checkbox"/> Declaration & POA ( <u>4</u> pgs.)	<input type="checkbox"/> Small Entity Declaration for Indep. Inventor/Small Business
<input type="checkbox"/> Disclosure Docs & Orig & Copy of Inventor's Signed Letter (____ pgs.)	<input checked="" type="checkbox"/> Transmittal Letter, in duplicate
<input checked="" type="checkbox"/> Drawings: <u>16</u> # of sheets includes <u>22</u> figures	<input checked="" type="checkbox"/> Fee Transmittal, in duplicate
<input checked="" type="checkbox"/> Other: <u>*Certificate of mailing with copy of return postcard signed by attorney</u>	